

Amendment Filed June 10, 2005
Serial No. 10/713,446

Amendments to the Claims:

This listing of claims will replace all prior versions and listings of claims in the application:

1. (currently amended) A computer-implemented method for facilitating user customization of the image content of an image area in an electronic product design, the method comprising
 displaying an electronic product design to a user, the design containing at least one or more user-customizable image areas, each image area having a known height and width displayed content that is at least a portion of a base image associated with the image area;
 allowing the user to select an image area for customization of the displayed content of the image area, and
 after in response to user selection of an image area, displaying to the user an the associated base image, and
 a cropping indicator ~~having the same ratio of height to width as the selected image area positioned to indicate to the user the portion of the base image currently displayed in the image area.~~
2. (cancelled)
3. (currently amended) The method of claim 2 1 further comprising allowing the user to modify the size of the cropping indicator relative to the base image.
4. (original) The method of claim 3 wherein the user is prevented from changing the ratio of cropping indicator height to cropping indicator width during modification of the cropping indicator size.

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5. (currently amended) The method of claim 3 wherein, upon completion of a cropping indicator size modification, the ~~displayed electronic product design~~ selected image area is updated to incorporate the portion of the image indicated by the modified cropping indicator.

6. (currently amended) The method of claim 1 further comprising allowing the user to reposition the cropping indicator relative to the base image.

7. (currently amended) The method of ~~claims~~ claim 6 wherein, upon completion of a cropping indicator repositioning, the ~~electronic product design~~ selected image area is updated to incorporate the portion of the base image indicated by the repositioned cropping indicator.

8-10. (cancelled)

11. (currently amended) A computer-implemented system for facilitating user customization of the image content of an image area in an electronic product design, the system comprising

means for displaying an electronic product design to a user, the design containing at least one or more user-customizable image areas, each image area having ~~a known height and width~~ displayed content that is at least a portion of a base image associated with the image area;

means for allowing the user to select an image area for customization of the displayed content of the image area, and

means, responsive to user selection of an image area, for displaying to the user ~~an~~ the associated base image, and

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a cropping indicator ~~having the same ratio of height to width as the selected image area positioned to indicate to the user the portion of the base image currently displayed in the selected image area.~~

12. (cancelled)

13. (currently amended) The system of claim ~~12~~ 11 further comprising means for allowing the user to modify the size of the cropping indicator relative to the base image.

14. (original) The system of claim 13 further comprising means for maintaining a fixed ratio of cropping indicator height to cropping indicator width during modification of the cropping indicator size.

15. (currently amended) The system of claim 13 further comprising means for updating the ~~electronic product design~~ selected image area upon completion of a cropping indicator size modification to incorporate the portion of the base image indicated by the modified cropping indicator.

16. (currently amended) The system of claim 11 further comprising means for allowing the user to reposition the cropping indicator relative to the base image.

17. (currently amended) The system of ~~claims~~ claim 16 further comprising means for updating the ~~electronic product design~~ selected image area upon completion of a cropping indicator size modification to incorporate the portion of the base image indicated by the modified cropping indicator.

18-20. (cancelled)

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21. (new) The method of claim 1 wherein the base image associated with the selected image area was not associated with the selected image area by the user.
22. (new) The method of claim 1 wherein the at least a portion of the base image initially displayed in the selected image area was not selected by the user.
23. (new) The method of claim 1 wherein any of the one or more image areas in the product design can be selected and customized independently of any other image area in the product design.
24. (new) The method of claim 1 wherein the electronic product design is displayed to the user in response to selection by the user of one of a plurality of thumbnail images representing user-customizable electronic product designs.
25. (new) The method of claim 1 further including allowing the user to select a different base image to be associated with the selected image area.
26. (new) The system of claim 11 wherein the base image associated with the selected image area was not associated with the selected image area by the user.
27. (new) The system of claim 11 wherein the at least a portion of the base image initially displayed in the selected image area was not selected by the user.
28. (new) The system of claim 11 wherein any of the one or more image areas in the product design can be selected and customized independently of any other image area in the product design.

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29. (new) The system of claim 11 wherein the electronic product design is displayed to the user in response to selection by the user of one of a plurality of thumbnail images representing user-customizable electronic product designs.

30. (new) The system of claim 11 further including allowing the user to select a different base image to be associated with the selected image area.